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CENTRAL FAX CENTER****OCT 11 2006****REMARKS/ARGUMENTS****Claim Objections**

The Office objected to claims 5-8 as being in multiple, multiple dependent format. The Applicant agrees, and has removed all multiple, multiple dependencies.

**35 USC 112**

The Office rejected claims 27-28 as failing to point out what is included or excluded by the claim language. Those claims are canceled herein.

**35 USC 102**

The Office rejected claims 1-3, 9-11, and 27-28 as being anticipated by Peterson (US 6161320). Those rejections are overcome by amendments herein.

**General Comments**

It is known to provide a structural part for a structural arrangement, such as a banner-type display device, that is made up of a closed frame and that has a flexible sheet element located on and spanning the frame. Particularly where relatively large structural parts are involved, i.e. relatively large frames forming a part of these structural parts, displacement, transport and storage often present difficulties/ problems.

These difficulties/problems have been alleviated in relation to a known banner-type display device where the structural part of the device comprises a closed frame formed of a single, elongate, resiliently flexible frame element that has opposite ends secured together to form a continuous frame and that, without a flexible sheet element located thereon, defines a generally circular configuration. With a flexible sheet element located thereon, the circular configuration of the frame can be retained, although the resilient qualities of the flexible element also permits the frame to take on an oval-type profile, as determined by the perimeter profile of the sheet element. It is known that a structural part having such a frame, be it circular or oval, if the element forming the frame is suitably resiliently flexible, it permits the frame to be twisted and folded into a more compact storage configuration, particularly a configuration in which the frame defines either two or three smaller closed loops that are folded onto one another. A banner of this type is well known and is known as a "pop-up banner", which is also referred to in

column 1, lines 27 to 40 of US patent 6,161,320 in the name of Peterson. Peterson is also the main prior art citation relied upon by the Examiner in his claim rejections set out in paragraphs 3 and 4 of the Office Action.

Although the abovementioned difficulties/problems are largely alleviated with the use of a pop-up banner, through its collapsibility into a small compact storage configuration in which it also can be easily displaced and transported, the Applicant submits that because of its round or oval profile, it is extremely space inefficient for purposes of displaying advertising matter, while it also is relatively difficult to support a banner formed of a single structural part in an operative upright display configuration. Support for display purposes only is practical when two banners are connected at their operative top ends, thus being supported in an inverted V configuration when viewed in side view.

Round or oval structural parts also are not versatile in use, insofar as they cannot be combined together in different configurations to form different structural arrangements as envisaged in association with the Applicant's invention.

The Applicant submits that there has always been a general belief that closed frames only can be twisted and folded into a compact storage configuration if formed of either a continuous frame element forming a closed loop, or a single frame element joined at its opposite ends as above envisaged, thus eliminating the possibility of creating an angular frame and particularly also a rectangular frame, insofar as the resiliently flexible element forming a frame clearly cannot form angular corners and will always define continuous curves when deformed from its normal circular profile by the application of a profiled sheet element on the frame, e.g. an oval profiled sheet element.

The Applicant thus further submits that the crux of his invention is that he has provided for a structural part which is formed of four elongate, straight, resiliently flexible frame elements that are connected at their ends by rigid corner pieces to form a rectangular frame, the resiliently flexible frame elements being configured and having sufficient flexibility to permit twisting and folding of the rectangular frame into a smaller and compact configuration in which the structural part can be easily displaced, transported and stored. It has been established in this regard that the frame must be a rectangular frame, i.e. a frame of which two opposite sides is substantially

longer than its other two opposite sides, particularly to the extent that through the resilient qualities of the elements forming the frame, twisting and folding into a compact storage configuration is permitted, i.e. a configuration as shown in Figure 2 of the drawings included in the Applicant's specification. The Applicant submits that it was not considered possible to achieve the above previously and, therefore, that his invention as defined in particularly Claims 1 and 9 should be considered to include features that are both novel and not obvious.

#### Current Amendments

As currently amended, independent claims 1 and 9 each recite that the rectangular continuous frame disclosed in this disclosure is collapsible by performing a manual twisting and folding operation thereon into a compact storage configuration. That limitation is not satisfied by Peterson. The rejections of claims 2-3, 10-11 and 27-28 are, of course, obviated by cancellation.

In order to further clarify this, the Applicant refers to the Examiner's suggestion that Peterson discloses an angular frame formed of resiliently flexible frame segments (50, 60, 62, 30), the Examiner referring particularly to column 3, lines 19 to 21 of the Peterson specification. It is stated there that the frame members forming the frame of the relevant display stand are made out of "light weight, thin wall, black-coloured PVC pipe", while in column 3, lines 24 and 25, it is stated that this pipe has a 1.31 inch outside-diameter and a wall thickness of 0.05 inch. It is common knowledge that a PVC pipe of dimensions substantially as those defined above, being hollow tubular, is substantially rigid and is indeed intended to be substantially rigid, it being stated also in column 3, lines 35 to 38, that instead of PVC pipe, for example, aluminum pipe, could be used to form the frame members of the relevant frame. It is more particularly submitted in this regard that pipe, that is hollow tubular, is generally of a relatively rigid nature and even if resiliently flexible to a certain extent, will never permit, when formed into a closed loop frame configuration, either as a rectangular frame or a circular frame, collapse into a compact storage configuration by performing a twisting and folding operation on the frame.

It is also submitted by the Applicant in the above regard that the frame anticipated within the Peterson disclosure in fact includes a cross member that forms an integral part of the frame and that is located at an intermediate location between opposite shorter frame members, parallel thereto. Peterson's cross member serves to enhance the rigidity of the frame and renders collapse totally impossible.

Referring to the suggestion that the Peterson frame is collapsible by performing a manual twisting and folding operation on the frame, to provide a compact storage configuration of the frame, for the reasons explained above, the Peterson frame clearly cannot collapse in this manner. In column 6, lines 42 to 44, which is referred to by the Examiner in this regard, it is in fact stated that the display stand has the advantage of being able to be assembled, and thus potentially disassembled, which clearly involves, from the description that follows, the taking apart of different parts of the relevant structural part in order to facilitate its transportability and storage. In column 7, lines 41 to 63, which is also referred to by the Examiner in this regard, it is particularly suggested that the display system disclosed by Peterson is easily and compactly packed for transportation and/or storage into a substantially-cylindrical carrying case, disassembled frame members being placed into the case. It will be understood that collapse as envisaged in association with the Applicant's invention does not involve disassembly, whereas the structural part of the Applicant's invention when twisted and folded into a more compact storage configuration, could not be stored in a "substantially-cylindrical" carrying case - this case is particularly configured to contain the flexible sheet element of the Peterson display system therein in a rolled-up form, with individual frame elements being straight and being receivable within the cylindrical space defined within the rolled-up flexible sheet element.

It is thus submitted that the Applicant's invention as defined in amended Claims 1 and 9 cannot be considered to be anticipated by the Peterson disclosure, which discloses a frame that forms a part of a structural part of a display system that is in fact made up of seven frame elements, as opposed to four frame elements, and where the configuration of the frame and the pipes forming the frame elements could in no way be collapsed into a compact storage configuration by performing a twisting and folding operation on the frame.

### 35 USC 103

The Office rejected claims 4 and 12 as being obvious over Tafforeau (US 6332284). Those claims, as well as non-examined claims 5-8 and 13-26, are all allowable by virtue of their ultimate dependency upon allowable claim 1.

In addition, it is again pointed out that the flexible elements referred to in the Tafforeau disclosure are tubular elements and, for the reasons set out above, these elements, even if employed with the Peterson frame, will not permit the Peterson frame to collapse into a compact

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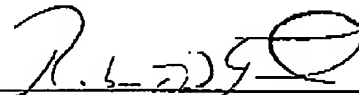
storage configuration by performing a manual twisting and folding operation thereon. The tubular elements disclosed by Tafforeau in fact only permit limited flexibility, the flexibility of these elements serving to hold a flexible panel in a tensioned display configuration. There is no closed loop angular frame involved at all.

**OCT 11 2006****Request For Allowance**

Claims 1, 5-8, 9, and 12-26 are pending in this application. The applicant requests allowance of all pending claims.

Respectfully submitted,  
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